

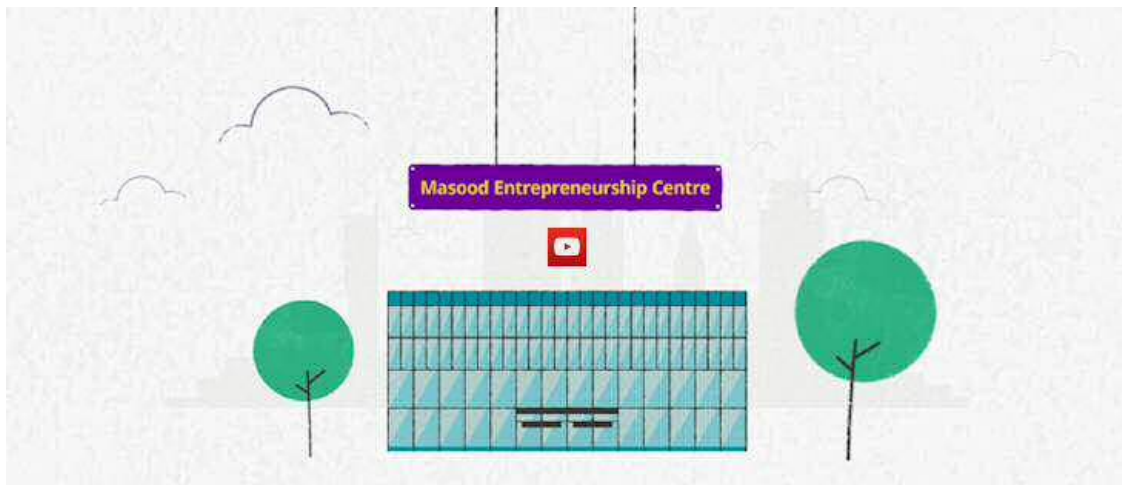
[View email in browser](#) | [Forward to a Friend](#)



Masood
Entrepreneurship
Centre

MEC Update

Issue 3 | 23 February 2021



Welcome to the latest [Masood Entrepreneurship Centre](#) newsletter...

MEC News

Join us for Venture Crawl 2021!

A full day touring around the UK visiting some of the most innovative hot spots sounds exciting, right?

We've collaborated with other Universities to re-create the Venture Crawl experience digitally for you to connect with the UK's most exciting start-ups, venture capital firms and enterprise hubs to learn about start-up journeys, social enterprise and impact, sustainability and more! You can expect to hear from big names such as Ben Francis (GymShark founder), Rolls-Royce, Mercarto Metropolitano, and Octopus Ventures.



[Find out more](#)

[Keep up-to-date with the latest MEC news here](#)

MUSU News

Opportunity to represent the student body

Nominate yourself to lead your Students' Union, the deadline closes **Wednesday, 24 February at 5pm**. The eight roles available are open to students from all years of study and postgraduate students. You can take a year out of studying or it could be your first full-time job after graduation. You'll get a £19,944 salary, the opportunity to build an



impressive CV working for the UK's largest Students' Union, and you'll improve student life, campaigning on issues that matter to you.

Find out more

Spotlight on



Timbi World - Play for Fun. Make a Difference in the Real World.

Ricardo Climent, Professor of Interactive Music Composition at The University of Manchester, has been developing his social venture [Keep•It•Human](#), a game ecosystem for digital altruism, after participating in the [ASPECT Success Accelerator](#) last year.

[Keep•It•Human](#) adds music and fun to digital fundraising to connect a new generation of people with the ownership of social challenges and has now launched the first philanthropic game: [Timbi World](#).

In this game the rewards that players unlock during the game translate into rewards that are unlocked in the real world by unlocking the in-game currency of 'rhythmic energy' to exchange for charitable donations. For instance, if you exchange your rhythmic energy for an in-game skateboard you are helping [Timbi World](#) donate an educational skate pack to Maputo Skate in Mozambique, Africa. Through [Timbi World's](#) efforts with the Maputo Skate Project hundreds of children are now able to access a skate sporting program to keep them away from gang culture, substance use, and other crimes.

The ASPECT SUCCESS programme enabled social scientists transform innovative and marketable ideas into a business or social enterprise.

Ricardo commented on his experience of participating in the programme: *“The Aspect Success 2020 accelerator catapulted my academic research in music to places where I could not anticipate. I built from scratch and spun-out Keep•It•Human during the Success programme, a social venture which provided me with a boost of confidence to push social value at the forefront of my research agenda.*



Almost any academic I know in the Humanities and the Social Sciences wants to make a difference on people’s lives and make a better world, especially in the current climate. However, this is something that needs to be clearly articulated in research terms and it’s hard for individuals. Aspect Success is the exact tool and entrepreneurial framework that I was looking for, which allowed me to navigate the transition between academic research and entrepreneurship. Their team is fantastic.

As for life after Aspect Success accelerator, my team and I have continued to develop and shape our value proposition. We’ve been working flat out on extending Timbi World MMO with new content but also iterating the conversion from virtual-to-real goods with new variants inside the videogame. We’ve been talking to various people in the videogame space, from the legal side of things (on trademarks, IP, music copyrights), to the fun staff and crowdfunding. Created new alliances with music charities and increased our presence on social media, festivals and conferences. We presented our proposition at places such as, the Mantis Festival in UK, ZKM in_sight in Karlsruhe, Germany and in March at the TAMA Festival in Tokyo, with summer follow ups in Cardiff and Corfu.”

Timbi World - game review (bostongames.net)



What does the end of the EU Transition mean for your business?

Our partners at the [Business Growth Hub](#) have put in place to help businesses navigate the new EU Trade Deal that came into force on 1 January 2021.

It's worth noting that this isn't just for transitional importers and exporters, there's practical advice available for businesses facing supply-chain, workforce or other issues as a result of the changes.

They are encouraging all businesses to take the government's new [Brexit checker tool](#) to see if and how the new rules might apply to or impact them.

They have a local team of experts to hand who can offer you fully funded and personalised advice and support. They can also help with additional support information around covid.

The service is for businesses with a presence in Greater Manchester. For those with businesses registered outside of the Greater Manchester area, the [Business Growth Hub](#) can direct you towards your local growth hubs who can support you.

[Find out more](#)

Competitions, awards and events

Venture Further business start-up competition....closing this week !

Your annual student business start-up competition closes this Thursday. This is your unique opportunity to turn your ideas into reality and win significant early-stage funding to start your own business. The [Venture Further](#) competition will introduce you to a world of support programmes, workshops, mentors and networks to grow your ideas. If you have a viable business proposal then get involved. [Register your interest](#)



today and get involved with the support sessions that will help shape your business proposals ahead of the deadline.

Deadline for entries: Thursday, 25 February.

[Read more](#)

TiE Entrepreneur Series – Find Your Niche with Raam Shanker



MEC are one of the sponsors of the entrepreneur network TiE UK North. A forthcoming event in the TiE Entrepreneur Series features Raam Shanker, Founder and CEO of Equitus Engineering, sharing his experience and advice on crisis identification, SWOT analysis and the benefits of going from Product focus -your own skills and expertise- to Solution Focus - how you can offer solutions to others.

Monday, 1 March 2021, 12:00-12:45 pm.

[Read More](#)

Inspiring Entrepreneurs Series

A quick reminder that our Venture Further competition partners Vita Student have brought us the 'Inspiring Entrepreneurs Series' to give the students of Manchester a boost as they work hard on their ideas. This five-part series offers inspirational talks, start-up tips, career journeys and support, along with career advice from industry leaders, founders and influencers.



[Watch the talks](#)

Shaping the Future Together

NACUE's three-day virtual Student Enterprise Conference takes place on **5-7 March 2021**, offering inspiring webinars, debates, interactive online workshop experiences, networking opportunities and much more, that will help you define a vision for what might lie ahead and equip you with the needed entrepreneurial skills to thrive in the future.

Registration is free for this year's conference.

[Find out more](#)



[Masood Entrepreneurship Centre](#)

entrepreneurship@manchester.ac.uk

To opt-out of future communications [click here](#)